

IN THE CLAIMS:

Please AMEND the claims and ADD new claims as follows:

1. (CURRENTLY AMENDED) A computer-implemented decision management process comprising:

applying a decision management strategy for controlling behavior of clients of an organization, the strategy being formed of components operating together, wherein each component has a unique identifier and is one of an inbound event, outbound event, function, function set, segment, continuous dimension, test group and report group;

determining results of the applied strategy;

selecting, by an end user of the process, a respective component forming the strategy for optimization via the unique identifier for the respective component;

selecting, by the end user, potential replacement components for the selected component and performance metrics for the potential replacement components;

applying the selected potential replacement components, without applying the whole strategy, to prior performance data of the clients;

determining results of the applied potential replacement components; and

automatically optimizing the selected component forming the strategy, in accordance with the determined results of the applied strategy, the determined results of the applied potential replacement components, and the metrics, so that the strategy is altered to include the optimized component.

2. (ORIGINAL) A computer-implemented decision management process as in claim 1, wherein the selected performance metrics includes a threshold for the potential replacement components, said automatically optimizing replacing the selected component with a respective replacement component if performance improvement results of the respective potential replacement component satisfy the threshold.

3. (ORIGINAL) A computer-implemented decision management process as in claim 1, further comprising repeating the process of claim 1 for the applied strategy.

4. (CURRENTLY AMENDED) A computer-implemented decision management apparatus comprising:

means for applying a decision management strategy for controlling behavior of clients of

an organization, the strategy being formed of components operating together, wherein each component has a unique identifier and is one of an inbound event, outbound event, function, function set, segment, continuous dimension, test group and report group;

means for determining results of the applied strategy;

means for selecting, by an end user of the process, a respective component forming the strategy for optimization via the unique identifier for the respective component;

means for selecting, by the end user, potential replacement components for the selected component and performance metrics for the potential replacement components;

means for applying the selected potential replacement components, without applying the whole strategy, to prior performance data of the clients;

means for determining results of the applied potential replacement components; and

means for automatically optimizing the selected component forming the strategy, in accordance with the determined results of the applied strategy, the determined results of the applied potential replacement components, and the metrics, so that the strategy is altered to include the optimized component.

5. (ORIGINAL) A computer-implemented decision management apparatus as in claim 4, wherein the selected performance metrics includes a threshold for the potential replacement components, said means for automatically optimizing replacing the selected component with a respective replacement component if performance improvement results of the respective potential replacement component satisfy the threshold.

6. (ORIGINAL) A computer-implemented decision management apparatus as in claim 4, further comprising means for repeating each of the means of claim 4 for the applied strategy.

7. (NEW) A computer-implemented decision management process comprising:
applying a decision management strategy for controlling behavior of clients of an organization, the strategy being formed of components operating together, wherein the components include components that each has a unique identifier and is a decision tree or a part of a decision tree;

determining results of the applied strategy;

selecting, by an end user of the process, a respective component forming the strategy and having a unique identifier for optimization, via the unique identifier of the respective

component;

selecting, by the end user, potential replacement components for the selected component and performance metrics for the potential replacement components;

applying the selected potential replacement components, without applying the whole strategy, to prior performance data of the clients;

determining results of the applied potential replacement components; and

automatically optimizing the selected component forming the strategy, in accordance with the determined results of the applied strategy, the determined results of the applied potential replacement components, and the metrics, so that the strategy is altered to include the optimized component.

8. (NEW) A computer-implemented decision management process as in claim 1, wherein the selected component is a function that is a decision tree or a part of a decision tree.

9. (NEW) A computer-implemented decision management apparatus as in claim 4, wherein the selected component is a function that is a decision tree or a part of a decision tree.

10. (NEW) A computer-implemented decision management process as in claim 1, wherein the selected component is a function that is a score model or matrix.

11. (NEW) A computer-implemented decision management apparatus as in claim 4, wherein the selected component is a function that is a score model or matrix.

12. (NEW) A computer-implemented decision management process comprising:
applying a decision management strategy for controlling behavior of clients of an organization, the strategy being formed of components operating together, wherein the components include components that each has a unique identifier and is a decision tree, a part of a decision tree, a score model or a matrix;

determining results of the applied strategy;

selecting, by an end user of the process, a respective component forming the strategy and having a unique identifier for optimization, via the unique identifier of the respective component;

selecting, by the end user, potential replacement components for the selected component and performance metrics for the potential replacement components;

applying the selected potential replacement components, without applying the whole strategy, to prior performance data of the clients;

determining results of the applied potential replacement components; and

automatically optimizing the selected component forming the strategy, in accordance with the determined results of the applied strategy, the determined results of the applied potential replacement components, and the metrics, so that the strategy is altered to include the optimized component.

REMARKS

I. STATUS OF THE CLAIMS

New claims 7-12 are added.

Therefore, it is respectfully submitted that claims 1-12 are currently pending.

II. IDS

An IDS was filed on January 14, 2004, but the Examiner has not yet acknowledged the IDS. Enclosed is a copy of the IDS, and a copy of the USPTO mailroom receipt indicating that the IDS was filed.

In view of the above, it is respectfully requested that that Examiner acknowledge the IDS.

III. REJECTION OF CLAIMS 1-6 UNDER 35 USC 102(E) AS BEING ANTICIPATED BY DESIRAJU (US PATENT NO. 6,243,613)

Claim 1 recites a computer-implemented decision management process comprising (a) applying a decision management strategy for controlling behavior of clients of an organization, the strategy being formed of components operating together; (b) determining results of the applied strategy; (c) selecting, by an end user of the process, a respective component forming the strategy for optimization; (d) selecting, by the end user, potential replacement components and performance metrics for the potential replacement components; (e) applying the selected potential replacement components to prior performance data of the clients; (f) determining results of the applied potential replacement components; and (g) automatically optimizing the selected component forming the strategy, in accordance with the determined results of the applied strategy, the determined results of the applied potential replacement components, and the metrics.

Therefore, a strategy is formed of components operating together. An example of a component of a strategy might be, for example, a function (such as, for example, a decision tree) forming part of the strategy. See, for example, page 17, lines 8-13, of the specification. See also, for example, FIG. 7 showing a strategy formed of function sets, with function sets including decision trees in the specific example of FIG. 7. See also, for example, page 7, lines 14-22, of the specification.

Therefore, claim 1 relates to automatically optimizing selected components forming a strategy. For example, a selected decision tree forming part of a strategy might be automatically optimized.

Desiraju discloses the use of a strategy for logistics planning of supplies provided by material suppliers to a factory. See, for example, column 1, lines 7-33, of Desiraju. Supplier data and material data are used by the strategy to determine an optimum supply policy. See, for example, column 2, lines 36-53, of Desiraju. FIG. 1 and column 6, lines 23-41, of Desiraju, disclose how the strategy characterizes suppliers along a three axes in accordance with collected supplier characterization data. FIGS. 2A-2E and column 7, lines 32-35, of Desiraju, disclose a query form that is used to collect supplier characterization data. FIGS. 3A1-3C3, and column 7, lines 35-38, of Desiraju, disclose how the collected supplier characterization data is organized. FIG. 7 and column 8, lines 46-61, of Desiraju, disclose the operation of the strategy when an item supplied by a supplier is selected on the display screen. FIG. 8, and column 8, line 62, through column 9, line 11, of Desiraju, disclose operation of the strategy when a supplier is selected on the display screen.

From the above portions of Desiraju, it can be seen that Desiraju relates to operation of a strategy.

However, no portion of Desiraju relates to automatically optimizing a selected component forming a strategy in the specific manner recited, for example, in claim 1.

Desiraju does allow a user to modify a strategy through the use of pre-defined knowledge rules. For example, column 10, lines 1-59, disclose pre-defined knowledge rules which include "Binary Rules" and "Weighting Rules".

The Binary Rules of Desiraju allow a user to include or exclude a particular option of a policy in a final recommendation of the strategy. For example, as indicated in column 10, lines 30-43, of Desiraju, if the answer to a particular question, "What is the Companies usage pattern for this specific component over the model year?" for a particular component is "Erratic", then the Binary Rules would eliminate a Just-In-Time replenishing policy since Just-In-Time would not be appropriate in this circumstance.

The Weighting Rules of Desiraju allow a user to assign weights to responses to valid questions. See, for example, column 10, lines 44-59.

Therefore, the Binary Rules and the Weighting Rules simply allow the user to change a strategy before the strategy is run.

However, neither the Binary Rules nor the Weighted Rules of Desiraju provide for (i) the selection by an end user of potential replacement components and performance metrics for the potential replacement components, (ii) the application the selected potential replacement components to prior performance data, (iii) the determination of results of the applied potential replacement components, and/or (iv) the automatic optimization of a selected component in

accordance with the determined results of the applied strategy, the determined results of the applied potential replacement components, and the metrics, as recited, for example, in claim 1.

The claims recite the use of "components". As indicated above, a strategy is formed of components operating together. An example of a component of a strategy might be, for example, a function (such as, for example, a decision tree) forming part of the strategy. Desiraju also uses the term "components". However, in Desiraju, a "component" is an item supplied by a supplier to a factory. Therefore, the term "component" in Desiraju is not the same as a "component" recited in the claims of the present application.

* * *

The above arguments were presented in the Amendment filed November 30, 2007. However, the Examiner indicated that the rejection would be maintained.

Therefore, the claims are amended herein to further distinguish over Desiraju.

More specifically, claim 1 is amended to recite that each component has a unique identifier and is one of an inbound event, outbound event, function, function set, segment, continuous dimension, test group and report group.

Claim 1 is also amended to recite that a respective component forming the strategy is selected for optimization via the unique identifier for the respective component.

Further, claim 1 is amended to recite that the potential replacement components are applied, without applying the whole strategy, to prior performance data of the clients.

In addition, claim 1 is amended to recite that the selected component forming the strategy is automatically optimized, so that the strategy is altered to include the optimized component.

Similar amendments are made to claim 4.

Support for the amendments is found, for example, on page 22, line 25, through page 26, line 22, of the specification.

In accordance with the above description of Desiraju, Desiraju allows an overall, entire strategy to be modified. However, Desiraju does not disclose that a respective component is selected *via a unique identifier for the respective component*, and that the potential replacement components for the selected component are applied, *without applying the whole strategy*, to prior performance data. Moreover, Desiraju does not disclose this operation with the specific types of components recited in the amended claims.

* * *

Dependent claim 8 further defines that the selected component is a decision tree or a part of a decision tree. See also claim 9. Desiraju does not disclose or suggest that a decision

tree or part of a decision tree is selected by its unique identifier, and that potential replacement components for the selected decision tree or part of a decision tree are applied, without applying the whole strategy, to prior performance data.

Claim 7 also specifically recites that the selected component is *a decision tree or a part of a decision tree*, and that the selected component has a unique identifier via which the component is selected.

It is respectfully submitted that the above-described recitation of the selected component being a decision tree or a part of a decision tree further defines over Desiraju.

* * *

New claims 10 and 11 specifically recite that the selected component is a score model or a matrix. See, for example, page 22, line 28, through page 23, line 2, of the specification.

In view of the above comments, it is respectfully submitted that Desiraju does not disclose or suggest these features.

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New claim 12 specifically recites that the selected component is *a decision tree, a part of a decision tree, a score model or a matrix*, and that the selected component has a unique identifier via which the component is selected.

In view of the above, comments, it is respectfully submitted that Desiraju does not disclose or suggest these features.

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In view of the above, it is respectfully submitted that the rejection is overcome.

IV. CONCLUSION

In view of the above, it is respectfully submitted that the application is in condition for allowance, and a Notice of Allowance is earnestly solicited.